

CLAIMS

What is claimed is:

1. A frictional holding device configured to be disposed on a vehicle surface and to receive and secure an item thereon, the device comprising:

- 5 a) a pad having a bottom configured to be disposed on the vehicle surface, and a top configured to removably receive the item thereon;
- b) the top having an uppermost contact surface configured to contact and frictionally cling to the item;
- c) the bottom having a lowermost contact surface configured to contact and
- 10 frictionally cling to the vehicle surface; and
- d) the lowermost contact surface having a greater surface area than the uppermost contact surface.

2. A device in accordance with claim 1, wherein the pad is bendable and includes a

15 flexible material configured to conform the pad to changes in the vehicle surface.

3. A device in accordance with claim 1, wherein the bottom surface of the pad is substantially flat; and wherein the top surface includes a plurality of indentations and protrusions, the protrusions having an upper surface area to form the uppermost contact surface.

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4. A device in accordance with claim 1, wherein the bottom surface of the pad is tacky; and wherein the top surface is less tacky than the bottom surface.

5. A device in accordance with claim 1, wherein the bottom surface of the pad is

25 smoother than the top surface.

6. A device in accordance with claim 1, further comprising:

 a plurality of holes, formed around at least a portion of a perimeter of the pad.

30 7. A device in accordance with claim 1, further comprising:

 indicia, formed on the top surface of the pad, the indicia being selected from the group consisting of: a logo, an advertisement, an instruction, a promotion, a company name, and a product name.

8. A device in accordance with claim 1, wherein the top surface includes at least two sections, including a first section that is substantially flat and has indicia thereon, and a second section that is contoured and configured to receive the item thereon.

5 9. A device in accordance with claim 1, further comprising:
 a removable backing layer, removably coupled to the bottom surface of the pad.

 10. A device in accordance with claim 9, further comprising:
 a removable wrapper, formed around the pad and the backing layer, the
10 removable backing layer resisting the bottom surface of the pad from coupling to the
 wrapper.

 11. A device in accordance with claim 1, wherein the pad includes an expanded vinyl
15 material.

 12. A device in accordance with claim 1, wherein the pad includes a polyurethane
material.

 13. A device in accordance with claim 1, wherein at least a portion of the pad is at least
20 translucent.

 14. A device in accordance with claim 13, further comprising indicia, formed on the
bottom surface of the pad, and visible through the at least a portion of the pad that is at least
translucent.

25 15. A device in accordance with claim 1, wherein the frictional holding pad has a width
less than approximately 7 inches, a length less than approximately 7 inches, and a thickness less
than approximately ¼ inch.

30 16. A frictional holding device configured to be disposed on a vehicle surface and to
receive and secure an item thereon, the device comprising:
 a) a pad having a bottom configured to be disposed on the vehicle surface, and a
top configured to removably receive the item thereon;

b) the top having a contoured top surface configured to contact and frictionally cling to the item;

c) the bottom having a smooth bottom surface configured to contact and frictionally cling to the vehicle surface; and

5 d) the bottom surface being smoother than the top surface.

17. A device in accordance with claim 16, wherein the contoured top surface has an uppermost surface area less than a surface area of the bottom surface.

10 18. A device in accordance with claim 16, wherein the pad is bendable and includes a flexible material configured to conform the pad to changes in the vehicle surface.

19. A device in accordance with claim 16, wherein the top surface includes a plurality of indentations and protrusions.

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20. A device in accordance with claim 16, wherein the bottom surface of the pad is tacky; and wherein the top surface is less tacky than the bottom surface.

21. A device in accordance with claim 16, further comprising:

20 a plurality of holes, formed around at least a portion of a perimeter of the pad.

22. A device in accordance with claim 16, further comprising:

indicia, formed on the top surface of the pad, the indicia being selected from the group consisting of: a logo, an advertisement, an instruction, a promotion, a company name, and a product name.

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23. A device in accordance with claim 16, wherein the top surface includes at least two sections, including a first section that is substantially flat and has indicia thereon, and a second section that is contoured and configured to receive the item thereon.

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24. A device in accordance with claim 16, further comprising:

a removable backing layer, removably coupled to the bottom surface of the pad.

25. A device in accordance with claim 24, further comprising:

a removable wrapper, formed around the pad and the backing layer, the removable backing layer resisting the bottom surface of the pad from coupling to the wrapper.

5 26. A device in accordance with claim 16, wherein the pad includes an expanded vinyl material.

 27. A device in accordance with claim 16, wherein the pad includes a polyurethane material.

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 28. A device in accordance with claim 16, wherein at least a portion of the pad is at least translucent.

 29. A device in accordance with claim 28, further comprising indicia, formed on the
15 bottom surface of the pad, and visible through the pad.

 30. A device in accordance with claim 16, wherein the frictional holding pad has a width less than approximately 7 inches, a length less than approximately 7 inches, and a thickness less than approximately ¼ inch.

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 31. A method for releasably securing an item on a vehicle surface without marring or altering the vehicle surface, comprising the steps of:

 a) placing a frictional holding pad on the vehicle surface, the frictional holding pad having an upper surface, and a bottom surface frictionally clinging to the vehicle
25 surface without marring or altering the vehicle surface;

 b) placing the item on the upper surface of the frictional holding pad, the upper surface of the frictional holding pad frictionally clinging to the item; and

 c) removing the item from the upper surface of the frictional holding pad while the frictional holding pad remains on the vehicle surface.

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 32. A method in accordance with claim 31, further comprising the step of:

 operating a vehicle such that the vehicle surface moves, with the item secured to and moving with the vehicle surface by the frictional holding pad.

33. A method in accordance with claim 31, wherein the bottom surface of the frictional holding pad clings to the vehicle surface more than the upper surface of the frictional holding pad clings to the item.

5 34. A method in accordance with claim 31, wherein the step of placing the frictional holding pad on the vehicle surface further comprises the step of:

bending the frictional holding pad to conform the frictional folding pad to changes in the vehicle surface, the frictional holding pad including a flexible material.

10 35. A method in accordance with claim 31, further comprising the step of:
 removing a backing layer from the bottom surface of the frictional holding pad prior to placing the frictional holding pad on the vehicle surface.

15 36. A method in accordance with claim 31, wherein the item is selected from the group consisting of a cellular phone, sun glasses, eye glasses, a global positioning system, a two-way radio, a personal digital assistant, a writing instrument, a citizens band radio, a walkie-talkie, a camera, a video camera, a video recorder, a CD player, a DVD player, a portable television, and a portable radio.

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